

Getting Ready Webinar

May 1, 2024



—NEBRASKA—
CATHOLIC
DAY OF GIVING

Welcome!



Joshua Pfeifer

Development Associate
Archdiocese of Omaha

Katie Ostgren

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Diocese of Lincoln

Greg Fisher

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Meet the #iGiveCatholic Team



Lisa Schillace

National Director

lisa@igivecatholic.org



Anne Durney

Program Manager

anne@igivecatholic.org

Your Bonterra Team



Laryssa Hebert

Project Director



Kalia Kornegay

Associate Project Manager

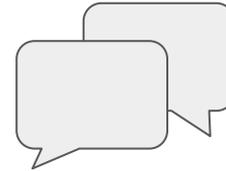
Submit Your Questions!



Chat Box

To: All panelists

Type: All panelists and attendees



Q&A

Please input your question

Send Anonymously

Send

If you have questions or comments throughout our training, please write in using your Zoom webinar attendee panel.

Agenda

- Participation – Eligibility and Benefits
- Who is #iGiveCatholic?
- Who is Bonterra?
- Giving Day Basics
- Navigating Your Dashboard
- Next Steps and Questions

Eligibility

- All 501(c)3 parishes, schools and ministries, listed in the Official Catholic Directory within the three participating dioceses
- Includes Catholic parishes, schools, ministries, apostolates, and religious orders
- Must be able to accept ACH direct deposit transfers to a valid checking account

Benefits of Participation

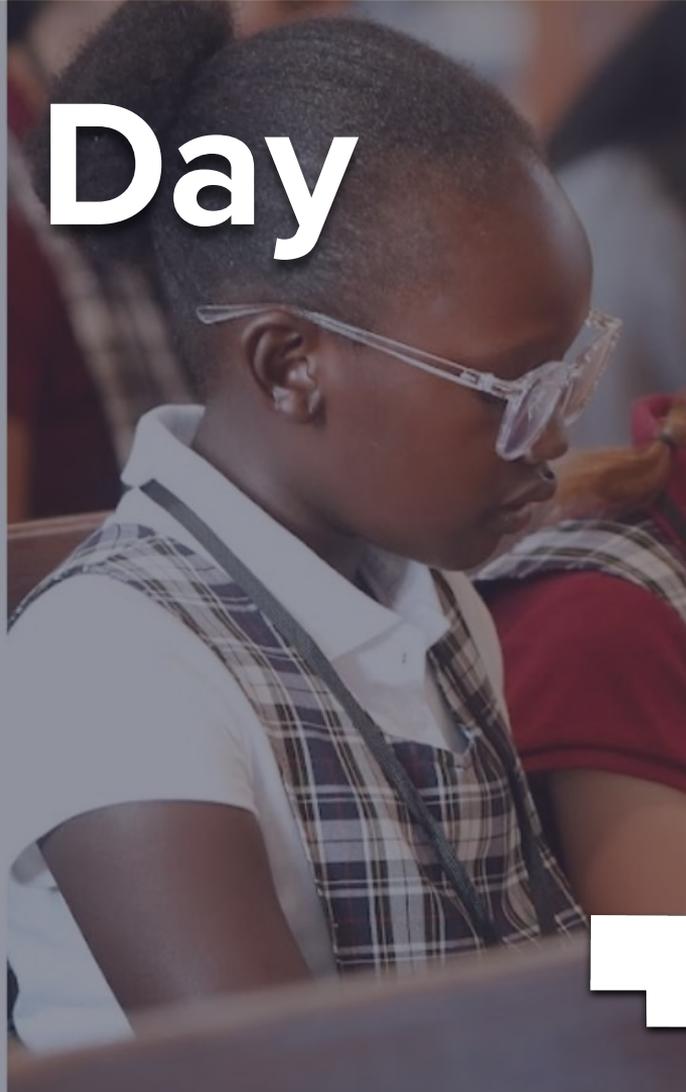


- **Re-engage** with existing supporters, **gain** new supporters
- Leverage Nebraska Catholic Day of Giving Day to **reach other internal goals**
- Increase your **organization's visibility** and exposure
- Take advantage of **state-of-the-art online** fundraising tools
- **Gamify** your day and motivate donors to make a greater impact with 'Next-Level Features' like Peer-to-Peer Fundraising and Matching Gifts
- Incorporate offline (cash/check) gifts - **all donors** can feel like they are a part of the day!

Who is #iGiveCatholic?

- [#iGiveCatholic](#) is the nonprofit parent organization of #iGiveCatholic on #GivingTuesday, and now [#iGiveCatholic Together](#), a year-round platform to connect the generosity of faithful donors with nonprofit ministries that unite and impact communities such as those in your dioceses
- Mentor and partner for the Nebraska Catholic Day of Giving Day
- Gifts are given through #iGiveCatholic, a registered fundraiser in every state, to your organization using the GiveGab platform technology

Giving Day Basics



—NEBRASKA—
CATHOLIC
DAY OF GIVING

Quick Guide To GiveGab/Bonterra

- Secure, reliable and transparent platform
- Ultimate donor experience
 - Mobile responsive
 - Easy-to-use donation form
 - Immediate “Thank You”
- Dedicated platform support team

Giving Day Basics

- ***nebraska.igivecatholictogether.org*** | May 1, 12am - 12am
 - You'll conduct your own campaign (profile!), to be featured on the site
 - Your organization's marketing efforts are the key to your success!
- Live site activity on the day
- Platform remains open for online and offline gifts **through May 8**
- What will the donor experience look like?

Live Site!

The screenshot shows the GiveGab website interface for the Nebraska Catholic Day of Giving campaign. At the top, the header includes the hashtag #GIVECATHOLIC TOGETHER, a search bar, and navigation links for LEADERBOARDS, MENU, and a shopping cart icon. Below the header, a progress bar displays 0 DONORS, \$0 RAISED, and 0 ORGANIZATIONS. The main content area features three vertical panels: a photo of a religious procession, a central panel with a map of Nebraska, the text '-NEBRASKA- CATHOLIC DAY OF GIVING', a DONATE button, the date May 1, 2024, and a countdown timer showing 09:29:22 (hours, mins, secs). A 'Pause Animation' toggle is visible at the bottom left of the main content. Below the main content is a search section titled 'Search For An Organization To Support' with three input fields: Search (placeholder: Search (e.g. Parish, Sc)), Location (placeholder: Location (e.g. Omaha,)), and Cause (placeholder: Select a Cause). A SEARCH button and a 'View All' link are positioned below the search fields. A chat icon is located in the bottom right corner.

Organization Search for Donors

#GIVECATHOLIC TOGETHER

▼ MENU

Search

Search (e.g. Parish, School, Nonprofit Ministry) [View All](#) [Hide Filters](#)

Here are some participating organizations!

- Black Student Catholic Scholarship Fund**
Omaha, Nebraska
[VIEW](#)
- St Elizabeth Ann Seton**
North Platte, Nebraska
[VIEW](#)
- St. James/Seton Catholic School**
Omaha, Nebraska
[VIEW](#)
- Holy Trinity Catholic Church of Blue Hill**
Blue Hill, Nebraska
[VIEW](#)
- St Rose of Lima Church**
Hooper, Nebraska
[VIEW](#)

Filters

- Select a Cause
- Location (e.g. Omaha, NE)
- Diocese

Leaderboards

#GIVECATHOLIC
TOGETHER

LEADERBOARDS

▼ MENU



Leaderboards for Nebraska Catholic Day of Giving

Top Organizations

Diocese of Grand Island

Diocese of Lincoln

Archdiocese of Omaha

Name	Amount Raised ▼	Donors
1. Black Student Catholic Scholarship Fund		0
2. St. Wenceslaus Catholic Church		0
3. Diocese of Grand Island Vocations Office		0
4. St. Mary's Catholic School (Wayne)		0
5. Jesuit Academy		0
6. Cathedral of the Risen Christ		0
7. Duchesne Academy of the Sacred Heart		0
8. Society of St. Vincent de Paul Omaha		0

Donor Recognition

Recent Gifts

Anonymous - \$750.00

A donation supporting **St. Mary Sample Parish (City Name)**

Mr. and Mrs. Komenda - \$250.00

A donation supporting **Our Lady of Sample School**

Anonymous

A donation supporting **St. Mary Sample Parish (City Name)**

Live Social Media Activity

<https://fwsb.givecatholic.org/organizations/bishop-luers-high-school> #LuersSpirit #GoKnights

Bishop Luers
@BishopLuers

#givingtuesday2021 is November 30! Please join in and support Catholic education at Bishop Luers High School! Early giving is open now: fwsb.givecatholic.org/.../bishop-lue... #GiveCatholic #LuersSpirit #GoKnights pic.twitter.com/PRIRWPYLKx <https://t.co/PRIRWPYLKx>

24 Nov 10:00am

Instagram user
about 2 hours ago

Thank you to AP 2D Art and Design students Maggie, Angelina and Audrey for the beautiful fall hallway mural we had up this month! Help us support these talented artists during iGiveCatholic on GivingTuesday! Advanced giving is going on now: richmond.givecatholic.org/organizations/chsvbcrusaders #CRUpride #CRUconnected #givecatholic #GivingTuesday

24 Nov 10:00am

Instagram user
about 2 hours ago

Giving Tuesday ATHLETICS
Advanced Giving GOING ON NOW!
KNIGHTS

Donate today to support our Montgomery Catholic Athletics! We are accepting advanced donations now for Giving Tuesday - November 30. All gifts will count towards our goal. Help us reach our goal of \$40,000 this year! Your support will go towards the purchase of a new Toro Workman 2100 Utility Vehicle for Facilities Maintenance. Give Now using the link below! <https://mobile.givecatholic.org/campaigns/athletics-9d73e4f4-c9e3-4380-b0e7-b1e5a9b7a733> #givecatholic #GivingTuesday

Instagram user
about 3 hours ago

Catholic High School
@CHSVBcrusaders

Thank you to AP 2D Art and Design students Maggie, Angelina and Audrey for the beautiful fall hallway mural! Help us support these talented artists during iGiveCatholic on GivingTuesday! Advanced giving is going on now: richmond.givecatholic.org/organizations/.../CRUpride #CRUconnected pic.twitter.com/soMVAzmlq

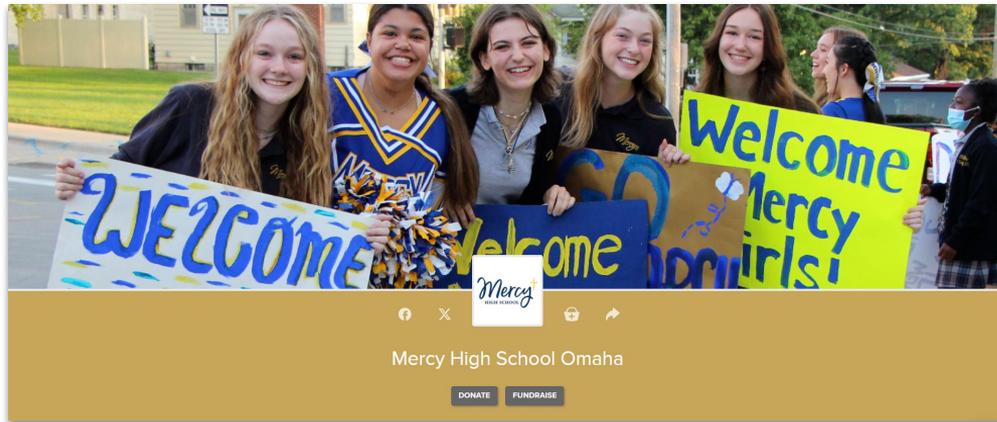
24 Nov 9:31am

Instagram user
about 3 hours ago

EPIPHANY CATHOLIC SCHOOL
#GIVECATHOLIC

There's still time to make a difference! Thank you for all those that have donated to Carroll's

Your Profile



Our Story

Joy of Giving Day

MAISIE WIFSER '22

Watch on YouTube

Copy link

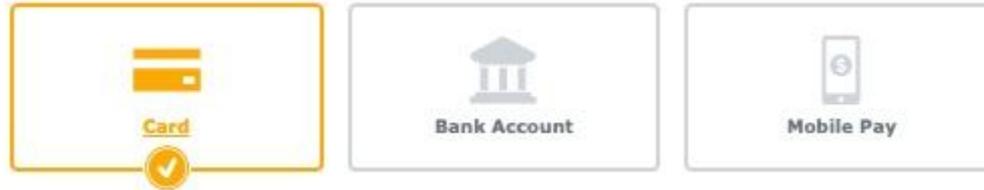
Mercy High School is an all-girls, Catholic school rooted in faith, knowledge and service. Founded by women for women, **Mercy is dedicated to empowering young women to achieve their full potential** in a diverse, supportive and academic-centered community.

With a **diversity rate of 31%**, our student body represents the true landscape of the Omaha community.

Because every girl deserves a quality, faith-based education, our long-standing Negotiated Tuition Program provides an individualized tuition amount based on each family's unique financial situation. **We offer \$1.99 million in tuition assistance annually to 82% of our families.**

This is all made possible by your support. Thank you!

Simple Donation Form



- Quick, easy and fun 3-step donation process!
- All major credit cards accepted (even international payments)
- Direct debit via “Bank Account” option and log into your bank
- Securely processed via Stripe - PCI Level 1 Compliant Processor
- GiveGab’s chat support in each step of the donation form!

Transparent Donation Processing

Credit Card:

2% GiveGab Fee
+
1.4% #iGiveCatholic Fee
+
\$0.30 per transaction &
2.5% transaction fee
(Stripe)
=
5.9% + \$0.30

ACH:

2% GiveGab Fee
+
1.4% #iGiveCatholic Fee
+
\$3.00 flat bank transaction
fee
=
3.4% + \$3.00

**\$100 minimum to use this method

Transparent Donation Processing

Confirm Your Gift

Step 3 of 3

Orca Conservancy	Gift: \$25.00
<hr/>	
Email:	generousdonor@givegab.com
Fees:	\$2.02
What's with these fees?	
<input checked="" type="checkbox"/>	I'll cover the fees to save the organizations from having to pay them
Total:	\$27.02

- Donors can opt-out of covering all fees on behalf of your organization
- Fee information is front and center, and live-calculates
- *Donors can anonymize gifts, donate in honor or in memory of, and more!*

Immediate Donor Thank You

- Automatic Thank You Emails via #iGiveCatholic for all **online** gifts
- Sent immediately after the gift is made
- Serves as a tax-deductible receipt
- Offline receipting must be handled separately

Pro Tip: Be sure to follow up with a more personal thank you!



Navigating and Using the Platform

Your Day of Giving Dashboard

GiveGab Home Support | Laryssa

NEBRASKA CATHOLIC DAY OF GIVING

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Joy of Giving Day.

Donation Status: Unverified
Please verify your organization's information [here](#) to ensure you are able to collect donations on GiveGab. Verification can take up to 2-3 business days after your information has been entered. Questions? [Chat with us!](#) You can see your currently entered information [here](#).

56 Days to Launch

- Add Your Organization's Info
- Add Your Story
- Get Verified to Collect Donations
- Add Donation Levels
- Add a 'Thank You' Message
- Add Fundraisers

Note: Thank You Message section should be skipped!

Your Day of Giving Dashboard

Donation Tools

 Add Offline Donation

 Manage Sponsor Matching

 Manage Donations

 Embed a Donate Button

Get Prepared

 Webinars and Workshops

 Giving Day Toolkit

 Help Center

Other Actions

 Engagement Opportunities

 Add External Fund

 Manage Support Areas

 View Registration Info

 View Your Profile

 Mobilize Integration

Share Your Page

<https://nebraska.igivecatholictogether.org/organizations/mr>



Are You Verified to Collect Donations?

Get Set Up

Complete the steps below to be sure that you are set up and ready to participate in Joy of Giving Day.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations v

Status: Verified

Hooray! Your organization has been verified to accept donations on GiveGab.

- ✓ Confirmed state fundraising compliance
- ✓ Bank account and organization information verified

Pro Tip:

It can take several business days to get verified. Don't wait until the last minute!

Managing Access to Your Organization

56 Days to Launch

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Joy of Giving Day.

- ✓ Add Your Organization's Info >
- ✓ Add Your Story >
- ✓ Get Verified to Collect Donations >
- ✓ Add Donation Levels >
- ✓ Add a 'Thank You' Message >
- Add Fundraisers >

Manage Organization

- Edit Information
- Add Administrator
- Bank Account & Verification
- Supporters
- Documents
- Surveys

Granting Full Administrative Access

First Name
Jane

Last Name
Doe

Email
email@email.com

St. Pius X St. Leo School Member

Make this person an administrator for St. Pius X St. Leo School

Make this person a Giving Day profile editor for St. Pius X St. Leo School

Cancel Add Member

Granting Access to Giving Day Profile

First Name
Jane

Last Name
Doe

Email
email@email.com

St. Pius X St. Leo School Member

Make this person an administrator for St. Pius X St. Leo School

Make this person a Giving Day profile editor for St. Pius X St. Leo School

Cancel Add Member

Next Level Features & Resources



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Peer-to-Peer Fundraising

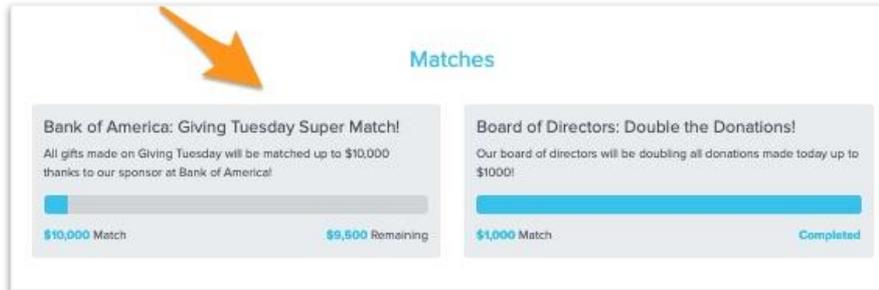
- Expand your reach and invite supporters to create their own personal fundraising pages
- Every dollar they raise is included in your organization's overall totals!
- You can easily create and manage pages if needed
- Invite fundraisers or allow open-signups through your profile page

Pro Tip:

Watch the **Peer-to-Peer Fundraising Training** on the Trainings page for step-by-step directions and strategy!

Matches & Challenges

- Use pledged donations to increase impact
 - **1:1 Match:** each online donation will be matched dollar for dollar
 - **Challenge:** Funds will be added to your organization's total once a set goal is achieved.



Pro Tip:
Watch the **Matches Training** on the Trainings page for more info!

Embed a Nebraska Catholic Day of Giving Donate Button

- Create a branded “Donate” button to embed on your organization’s own website. *Never miss a donation on the day!*
- All donations that come through this button will be added to your totals
- Donation form is exactly the same, and includes chat support!

Embed a Nebraska Catholic Day of Giving Donate Button

Configure Your Donation Button

Step One: Add a GiveGab donation button to your website for:

Joy of Giving Day

Step Two: Choose the text

Donate Now

Step Three: Choose the color

#269E32



Donation Button Preview

Click this button to preview your donation form.

Note: Donations made through this preview form are real donations. Your credit card will be charged.

Donate Now

Step Four: Copy and paste this code into your website

```
<script src="https://givegab.s3.amazonaws.com/donation-widget/givegab-button.js">
</script><button class="givegab-button" data-campaign-id="136096" data-
host="https://www.givegab.com" data-org-id="499380" data-preview="" style="background-
color: #269E32;">Donate Now</button>
```

Copy to Clipboard

Your Resources

<https://nebraska.igivecatholictogether.org/info/resources>

- Customizable templates
- Downloadable graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!

Resources

[Getting Started](#) [Next Steps](#) [Spread the Word](#) [Give Thanks](#)

Post! Remember to Register Your Organization to Participate by **March 31!**

1. Getting Started

-  **Register!**
Find out how to register here! [Sign Up](#)
-  **Training Sessions**
[Sign Up](#)
-  **Key Dates**
[View](#)

2. Next Steps

-  **Getting Verified**
[Add Bank Account](#)
-  **Add or Update Administrator(s)**
[View](#)
-  **Completing your profile!**
[View](#)

3. Spread the Word

[Download the Nebraska Catholic Day of Giving Suggested Marketing Timeline](#)

[Download the Nebraska Catholic Day of Giving Marketing Toolkit](#)

-  **Social Media Tips & Tricks**
[View](#)
-  **Sample Email Content**
[View](#)
-  **Graphics & Downloads**
[View](#)

4. Give Thanks

Nebraska Catholic Day of Giving Resources

Giving Day Training Videos

[Creating the Perfect Profile](#)

[Telling Your Story](#)

Watch this video to learn how to meet your donors where they are, and help them become vested in your mission through successful storytelling.



WATCH VIDEO

DOWNLOAD SLIDES

Looking for more information to help you tell your giving day story? Check out the resources below!

[How to Tell Your Giving Day Story](#)

[How to Tell a Captivating Story](#)

[Goal Setting Strategies](#)

[Engage Your Board](#)

[Peer-to-Peer Fundraising](#)

[Social Media Strategies](#)

[Matches & Challenges](#)

[Stewarding Your Giving Day Donors](#)

[Virtual Engagement](#)

Nebraska Catholic Day of Giving Resources

- A [Marketing Toolkit](#)
- For program or other questions please contact:

Josh Pfeifer
Archdiocese of Omaha
Development Associate, Stewardship
& Development Office
jdpfeifer@archomaha.org
402.557.5650 ext 1918

Katie Ostgren
Diocese of Lincoln
Director of Development and
Stewardship
katie-ostgren@lincolndiocese.org
402-340-1022

Greg Fisher
Diocese of Grand Island
Director of Operations
gfisher@gidiocese.org
308.382.6565 ext. 218

- **Tech help?**

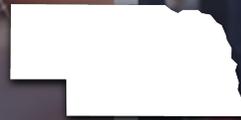
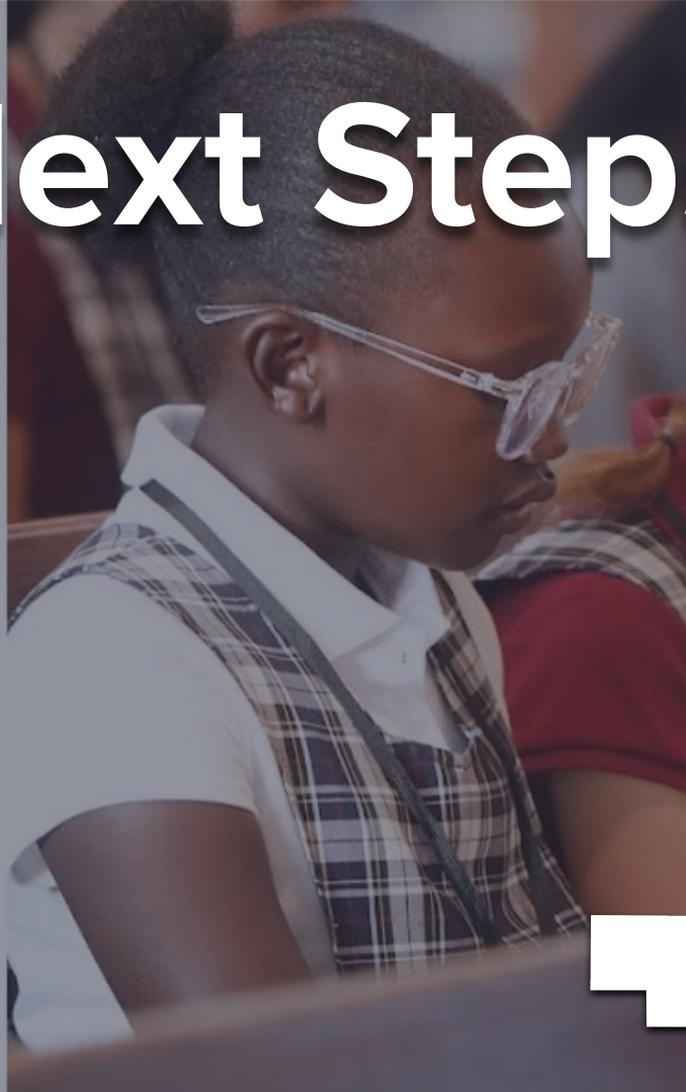
Contact GiveGab in the Blue Chat Bubble, or email questions@igivecatholic.org



M-F, 8am - 5pm ET

Outside of support hours? Check out GiveGab's [Support Articles](#)

Your Next Steps



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Your Next Steps

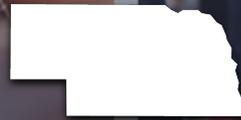
- Sign Up for 2 additional trainings [HERE](#)
- Register your organization by **March 31** and ensure your banking information is ready to go!
- Follow **#NebraskaCatholic** hashtag
- Meet internally to discuss your organization's goals and strategy
- Have your profile page ready to go by **April 5!**

Questions?



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Thank You!



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